

## ORDER



**Orders**  
**Order / Rev:** 1596534  
**Alt Order #:**  
**Product Desc:** COM/2016/SSTV Setzler 2016  
**Estimate:**  
**Flight Dates:** 10/04/16 - 11/07/16  
**Original Date / Rev:** 10/04/16 / 10/04/16  
**Order Type:** General

## WIS-TV

**Primary AE:** House House-WIS  
**Sales Office:** WISC  
**Sales Region:** Local

**Agency**  
**Name:** Communications Strategies, Inc-Colu  
**Buying Contact:**  
**Billing Contact:**  
 PO Box 5806  
 Columbia, SC 29201

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 0%

**Advertiser**  
**Name:** POL/Setzler, Nikki/D/Democrat  
**Demographic:** A35+  
**Product Codes:** PL610  
**Priority:** P 1  
**Revenue Codes:** Agency, Political, Pol-Candidate

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	32	\$12,350.00	\$12,350.00
10/31/16	11/07/16	15	\$7,050.00	\$7,050.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	32	\$12,350.00	\$12,350.00	0.00
November 2016	15	\$7,050.00	\$7,050.00	0.00
<b>Totals</b>	<b>47</b>	<b>\$19,400.00</b>	<b>\$19,400.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House House-WIS			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WISTV	10/05/16	10/28/16	LOC News @ Six News @ Six	Comm	6-630PM	MTWTF--	:30	1	\$500.00	P 6	0.00	NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	--WTF--		2				\$500.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--		1				\$500.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--		1				\$500.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--		2				\$500.00		0.00			
N 2	WISTV	10/05/16	10/21/16	LOC 7:00 Report 7:00 Report	Comm	7-730PM	MTWTF--	:30	1	\$350.00	P 6	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	--WTF--		2				\$350.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--		1				\$350.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--		1				\$350.00		0.00			
N 3	WISTV	10/24/16	11/04/16	LOC 7:00 Report 7:00 Report	Comm	7-730PM	MTWTF--	:30	1	\$500.00	P 1	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	MTWTF--		2				\$500.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--		1				\$500.00		0.00			
N 4	WISTV	10/11/16	10/25/16	NET Tuesday Hour 2 This is Us	Comm	9-10PM	-T-----	:30	1	\$600.00	P 1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-T-----		1				\$600.00		0.00			
		Week: 10/17/16	10/23/16	-T-----		1				\$600.00		0.00			
		Week: 10/24/16	10/30/16	-T-----		1				\$600.00		0.00			

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 Flight Dates: 10/04/16 - 11/07/16

Advertiser: POL/Setzler, Nikki/D/Democrat  
 Product Desc: COM/2016/SSTV Setzler 2016  
 Estimate:

WIS-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WISTV	10/05/16	10/28/16	LOC WIS News SunriseComm WIS News Sunrise		6-7AM	MTWTF--	:30	1	\$350.00	P 6	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	--WTF--					1	\$350.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--					2	\$350.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--					1	\$350.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					2	\$350.00		0.00			
N 6	WISTV	10/31/16	11/07/16	LOC WIS News SunriseComm WIS News Sunrise		6-7AM	MTWTF--	:30	1	\$450.00	P 1	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	MTWTF--					2	\$450.00		0.00			
		Week: 11/07/16	11/13/16	M-----					1	\$450.00		0.00			
N 7	WISTV	10/05/16	10/28/16	NET NBC Today Show Comm NBC Today Show		7-9AM	MTWTF--	:30	2	\$350.00	P 6	0.00	NM	7	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	--WTF--					2	\$350.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--					1	\$350.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--					2	\$350.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					2	\$350.00		0.00			
N 8	WISTV	10/31/16	11/07/16	NET NBC Today Show Comm NBC Today Show		7-9AM	MTWTF--	:30	2	\$450.00	P 1	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	MTWTF--					2	\$450.00		0.00			
		Week: 11/07/16	11/13/16	M-----					2	\$450.00		0.00			
N 9	WISTV	10/05/16	10/28/16	NET The Tonight Show Comm Tonight Show		1135-1235xM	MTWTF--	:30	1	\$150.00	P 6	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	--WTF--					1	\$150.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--					1	\$150.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--					1	\$150.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					1	\$150.00		0.00			
N 10	WISTV	11/07/16	11/07/16	NET Monday Prime OtherComm Voice		8-10PM	M-----	:30	1	\$1,000.00	P 1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	M-----					1	\$1,000.00		0.00			
N 11	WISTV	10/31/16	11/07/16	NET The Tonight Show Comm Tonight Show		1135-1235xM	MTWTF--	:30	2	\$200.00	P 1	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	MTWTF--					2	\$200.00		0.00			
		Week: 11/07/16	11/13/16	M-----					1	\$200.00		0.00			
N 12	WISTV	10/31/16	11/07/16	LOC News @ Six News @ Six		6-630PM	MTWTF--	:30	2	\$600.00	P 1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	MTWTF--					2	\$600.00		0.00			
		Week: 11/07/16	11/13/16	M-----					1	\$600.00		0.00			
													Totals	47	\$19,400.00